

**HOW WE  
INVOLVED THE  
PEOPLE WE  
HELP IN OUR  
DIGITAL WORK**

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# A bit about me.....

## Experience

- 4 years in the charity sector for organisations of various sizes. From a team of 5 including the CEO to staff of 500+.
- Social media surgeries providing support to individuals from organisations to help solve “emergencies”
- Community management – developing, working with and strengthening online communities. Facebook, Twitter, Google+, Youtube and Forums.

## Projects

- Fundraising events
- Blogger relationships
- Helpline responses
- Website feedback

# Why do we involve people we help in our digital work

## The people we support are.....

Diabetes UK supports people with or affected by diabetes (all types). So this can be friends, family, employers, healthcare professionals and most importantly people with the condition.

## How they help us.....

Feedback, ideas and helping us stay focused as an organisation.

## Why they help us.....

Because we ask and because they want to. We even get the people who don't support us to help so we can get a more grounded point of view

## How we keep them engaged.....

We share our results, implement their feedback and keep them up to date

**Why do you want to  
involve people you help  
in your work?**

# The impact of involving people you help in your digital work

Positive Feedback

Transparency

More engagement with the project

Answers to questions  
(Ambassadors and opinions from those your support)

Support from people involved

# Top five tips for involving people in your digital work

1. Set clear goals – what do you want to achieve by the people you support being involved
2. Ask what they would like to work with you on
3. Listen to feedback – the good and bad.
4. Prepare to adapt – people change their thoughts and opinions
5. Share your results and learnings inside and outside your organisation

**QUESTIONS?**